Proposed Course Structure for 4 Year Undergraduate Programme under CBCS System

Skill Enhancement Course (SEC)

Semester – I (SEC- 1)

Science	Social Science/Arts	Commerce
• Advance Spreadsheet Tools • Basic IT Tolls • Creative Writing • Communication in Everyday life	• Advance Spreadsheet Tools • Public Speaking in English Language & Leadership • Creative Writing • Communication in Everyday life	• Advance Spreadsheet Tools • Digital Marketing • Creative Writing • Communication in Everyday life

Semester – II (SEC- 2)

Science	Social Science/Arts	Commerce
• Big Data Analysis • Beginners Course to Calligraphy • Introduction to Cloud Computing (AWS) • Personality Development & Communication	• Big Data Analysis • Beginners Course to Calligraphy • Personality Development & Communication • पटकथा लेखन	• Big Data Analysis • Beginners Course to Calligraphy • Business Communication • Personality Development & Communication

Semester – III (SEC- 3)

Science	Social Science/Arts	Commerce
• Prospecting E-waste for sustainability • Visual Communication & Photography • Graphic Design & Animation • Statistical Software Package • Communication in Professional Life	• Personal Financial Planning • Visual Communication & Photography • Statistical Software Package • Communication in Professional Life • रचानात्मक लेखन • रंगमंच	• Prospecting E-waste for sustainability • Sustainable Ecotourism & Entrepreneurship • Visual Communication & Photography • Statistical Software Package • Communication in Professional Life

LIST OF SKILL ENHANCEMENT COURSES (SEC)

SL. NO.	Course Title	LTP Distribution of the Course			Total Credits:	Total Marks = 100
		L	T	P		
1	Advance Spreadsheet Tools	1	0	3	3	End -Term Appraisal : 70 Marks Internal Assessment: 30 Marks
2	Basic IT Tolls	1	0	3	3	
3	Beginners Course to Calligraphy	1	0	3	3	
4	Big Data Analysis	1	0	3	3	
5	Business Communication	1	0	3	3	
6	Communication in Everyday life	1	0	3	3	
7	Communication in Professional Life	1	0	3	3	
8	Creative Writing	1	0	3	3	
9	Digital Marketing	1	0	3	3	
10	Graphic Design & Animation	1	0	3	3	
11	Introduction to Cloud Computing (AWS)	1	0	3	3	
12	Personal Financial Planning	1	0	3	3	
13	Personality Development & Communication	1	0	3	3	
14	Prospecting E-waste for sustainability	1	0	3	3	
15	Public Speaking in English Language & Leadership	1	0	3	3	
16	Statistical Software Package	1	0	3	3	
17	Sustainable Ecotourism & Entrepreneurship	1	0	3	3	
18	Visual Communication & Photography	1	0	3	3	
19	पटकथा लेखन	1	0	3	3	
20	रंगमंच	1	0	3	3	
21	रचानात्मक लेखन	1	0	3	3	

Skill Enhancement Course (SEC)

- ***Course Title - Advance Spreadsheet Tools***

Learning Objectives

The Learning Objectives of this course are as follows:

- To enable the students to use Excel for advanced data analysis
- To equip the students to with automation skills on excel
- To enable the students to use excel for informed decision making.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to make meaningful representations of data in the form of charts and pivot tables.
- By studying this course, students will be able to draw analysis on data using spreadsheets and use interpretation to make decisions.
- By studying this course, students will be able to generate word documents with appropriate formatting, layout, proofing.
- By studying this course, students will be able to manage data for generating queries, forms and reports in a database.

SYLLABUS

Unit 1: Excel Advanced Techniques

Templates, Efficiency, and Risk (Standard Deviation, Variance, and Coefficient of Variation), Data Validation; *Functions and Power functions, Array Formulae (Frequency Distribution, mode.mult, mode.sngl), Tables, Advanced Range Names, What-if-analysis: Goal-seek, Data tables, and Scenario Manager; Data analysis ToolPak: Descriptive Statistics, Moving averages, Histogram, Covariance, correlation, and Regression analysis (only for projection); solver add in. Problem Solving using Solver (optimal product mix, workforce scheduling, transportation, capital budgeting, financial planning), Integrating excel with other tools: MS word, outlook, PowerPoint, Access, Power BI.

Unit 2: Excel Interactivity and Automation

Index and Match, Offset, Dynamic Charting, Database functions, Text functions, and Error functions: IfError, IsError, Aggregate, Circular Reference, Formula Auditing, Floating-Point Errors, Form Controls (Button, Combo, Check box, Spinner, List, Option), Visual Basic (only basic). Recording Macros, Absolute and relative macros, editing macros, Use of spinner buttons and command buttons; Sub Procedure, Function Procedure (creating New Functions); Working with Loops: Do_while loop, For_Next loop; Creating User Forms: Message Box, Input Box; If_Then_Else.

Unit 3: Introduction to VBA

Conditional Formatting, Charts that Inspire (Waterfall, Column, Line, Combo, Thermometer, Scatter, Histogram) Sheers, Sparklines, Graphics Tricks and Techniques, Worksheet Automation using Macros: Absolute and relative macros, editing macros, Creating new functions using macros, Use of spinner buttons and command buttons.

Unit 4: Data Analysis and Decision-Making

Working with External Data, Advanced Uses of PivotTables, PowerPivot, Reporting with PowerPivot, Power query, Dashboard, Creating a spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll Accounting; Capital Budgeting (NPV & IRR), Portfolio Management, Breakeven analysis, and Sensitivity analysis; Operations Management: Constraint, Forecasting & Trend Analysis optimization, Assignment Problems; Depreciation Accounting (Single Method); Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression Analysis

Essential/recommended readings

- Excel 2016 Power Programming with VBA, Michael Alexander, Dick Kusleika, Wiley.
- Financial Analysis and Modelling Using Excel and VBA, Chandan Sengupta, Second Edition, Wiley Student Edition.
- MS Excel 2016, Data Analysis & Business Modelling, Wayne Winston, PHI.

Suggestive readings

- Microsoft Excel 2016 - Data Analysis and Business Modelling Paperback - 1 May
- 2017 Wayne L. Winston, Microsoft Press.
- Microsoft Excel Practical Formulae: From Basic Data Analysis to Advanced
- Formulae
- Manipulation Diane Griffiths.

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- ***Course Title – Basic IT Tools***

Learning Objectives

The Learning Objectives of this course are as follows:

- To enable students develop IT skills that are a pre-requisite in today's work environment.
- To equip them with basic computing skills that will enhance their employability in general.
- To enable the student to analyse and present information in a meaningful manner.

Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to use word-processor to generate documents with appropriate formatting, layout, review and referencing.
- By studying this course, students will be able to manage data in worksheets and workbooks and analyze it using spreadsheet functions and inbuilt formulas.
- By studying this course, students will be able to draw analysis on data using spreadsheets to make decisions.
- By studying this course, students will be able to make meaningful representations of data in the form of charts and pivot tables.
- By studying this course, students will be able to manage data in database tables and use the same for generating queries, forms and reports.

SYLLABUS

Course Contents:

Unit 1: Introduction to Spreadsheets

Spreadsheets: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define; Exchanging data using clipboard, object linking and embedding; Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae; Implementing file level security and protecting data within the worksheet; Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions.

Unit 2: Data Analysis in Spreadsheets

Consolidating worksheets and workbooks using formulae and data consolidate command; Choosing a chart type, understanding data points and data series, editing and formatting chart elements, and creating sparkline graphics, Analysing data using pivot tables: Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables. Introduction to recording and execution of macros.

Unit 3: Word Processing

Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders; Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders; Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa; Create newspaper columns, indexes and table of contents, Spell check your document using inbuilt and custom dictionaries, checking grammar and style , using thesaurus and finding and replacing text; Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography; Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else; Linking and embedding to keep things together.

Unit 4: Databases

Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types, Changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record validation rules, Indexing, working with multiple tables, Relationships & Integrity Rules, Join Properties, Record manipulation, Sorting & Filtering; Select data with queries: Creating Query by design & by wizard (Select, Make Table, Append, Delete, Cross Tab, Update, Parameterized Query, Find Duplicate and Find Unmatched), Creating multi table queries, creating & working with table joins. Using operators & expressions: Creating simple & advance criteria; Working with forms: Creating Basic forms, working with bound, unbound and calculated controls, understanding property sheet, Working with Data on Forms: Changing Layout, creating Sub Forms, creating list box, combo box and option groups; Working with Reports: Creating Basic Reports, Creating Header & Footer, Placing Controls on reports, sorting & grouping, Creating Sub reports.

Essential/recommended readings

- Swinford, E., Dodge, M., Couch, A., Melton, B. A. (2013). Microsoft Office Professional 2013. United States: O'Reilly Media.
- Wang, W. (2018). Office 2019 For Dummies. United States: Wiley. Microsoft Lambert, J. (2019). Microsoft Word 2019 Step by Step. United States: Pearson Education.

Suggestive readings

- Jelen, B. (2013). Excel 2013 Charts and Graphs. United Kingdom: Que.
- Alexander, M., Jelen, B. (2013). Excel 2013 Pivot Table Data Crunching. United Kingdom: Pearson Education.
- Alexander, M., Kusleika, R. (2018). Access 2019 Bible. United Kingdom: Wiley.

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- ***Course Title*** **– Beginners Course to Calligraphy**

Learning Objectives

The Learning Objectives of this course are as follows:

- To teach students the art of Calligraphy.
- To make students better at handwriting and embellish the scripts.
- To help the students communicate with creativity.

Learning outcomes

The Learning Outcomes of this course are as follows:

- Students will be skilled in calligraphy scripts.
- Learning flourishing will help to develop good writing.
- Practice sessions will further a project at the end of semester.
- Will induce skills to set up a business, too.

SYLLABUS

Unit 1: Introduction to Calligraphy

- Definition, History of calligraphy, Calligraphy at the Global level, Types of Calligraphy:Classical Calligraphy & Modern Calligraphy
- Practice Sessions: Introducing students to Calligraphy and its types through images,videos and animations.

Unit 2: Introduction to the Writing tools

- Tool Kit, Different Types of Pens, Different Types of Nibs, Different Types of Brushes, Different Types of Inks
- Practice Sessions: Display of Writing items, Discussion on the usage of different types of pens, nibs and brushes through hands-on activities

Unit 3: Foundation to Calligraphy

- How to write letters?, Majuscules, Miniscules, Numbers, Learning Strokes, Sans SerifB- point, Celtic, Italian Script, Roman Script, Gothic Script
- Practice Sessions: Learning and practicing strokes- Upstroke, Downstroke, Overturn, Underturn, Compound curve, Oval, Ascending loop
- Hands-on activities and Assessment on Sans Serif B-point, Celtic, Italian Script,Roman Script, Gothic Script, Flourishing

Essential/recommended readings

- Suepsuan, P. A. (2021). Start Calligraphy The Right way to write: Learn Calligraphy The Complete Book - Modern Calligraphy Pen For Beginners, Learning Resources Step By Step Number Line, Mastering Modern Calligraphy. Independently published.
- C., & Co., T. P. (2020). Modern Calligraphy Set for Beginners: A Creative Craft Kit for Adults featuring Hand Lettering 101 Book, Brush Pens, Calligraphy Pens, and More. Paige Tate & Co.

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• Course Title – Big Data Analytics

Learning Objectives

The Learning Objectives of this course are as follows:

- To Understand the Big Data Platform and its Uses
- Provide an overview of Apache Hadoop
- Provide HDFS Concepts and Interfacing with HDFS.
- Provide hands on Hadoop Eco System
- To understand spark framework

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to identify Big Data and its Business Implications.
- After studying this course, students will be able to list the components of Hadoop and Hadoop Eco-System.
- After studying this course, students will be able to access and process data on distributed file system,
- After studying this course, students will be able to manage job execution in Hadoop environment.
- After studying this course, students will be able to develop Big Data Solutions using Hadoop Eco System.

SYLLABUS

Unit 1: Fundamentals of Big Data Analysis

Data Storage and Analysis, Characteristics of Big Data, Big Data Analytics, Typical Analytical Architecture, Requirement for new analytical architecture, Challenges in Big Data Analytics - Need of big data frameworks

Unit 2: Hadoop Framework

Hadoop, Requirement of Hadoop Framework, Design principle of Hadoop -Comparison with other system, Hadoop Components - Hadoop 1 vs Hadoop 2, Hadoop Daemon's - HDFSCommands, Map Reduce Programming: I/O formats, Map side join, Reduce Side Join, Secondary sorting, Pipelining Map Reduce jobs

Unit 3: HDFS (Hadoop Distributed File System)

The Design of HDFS, HDFS Concepts, Command Line Interface, Hadoop file system interfaces, Data flow, Data Ingest with Flume and Scoop and Hadoop archives, Hadoop I/O: Compression, Serialization, Avro and File-Based Data structures.

Unit 4: Spark Framework and Data Analysis with Spark Shell

Introduction to GPU Computing, CUDA Programming Model, CUDA API, Simple Matrix, Multiplication in CUDA, CUDA Memory Model, Shared Memory Matrix Multiplication, Additional CUDA API Features. Writing Spark Application - Spark Programming in Scala, Python, R, Java - Application Execution.

Practical Exercises

- Downloading and installing Hadoop.
- Understanding different Hadoop modes. Startup scripts, Configuration files.
- Hadoop Implementation of file management tasks, such as Adding files and directories, retrieving files and Deleting files.
- Run a basic word count Map reduce program to understand map reduce paradigm: To count words in a given file, to view the output file, and to calculate the execution time.
- Map Reduce Program to analyse time-temperature statistics and generate report with max/min temperature.
- Implement of Matrix Multiplication with Hadoop Map Reduce.
- Implementation of K-means clustering using Map Reduce.
- To study and implement basic functions and commands in R programming.
- To build Word cloud, a text mining method using R for easy to understand and visualization than a table data.
- To implement clustering program using R programming

Essential/recommended readings

- Seema Acharya, Subhasini Chellappan, "Big Data Analytics" Wiley 2015.
- Mike Frampton, "Mastering Apache Spark", Packt Publishing, 2015.
- Tom White,"Hadoop:TheDefinitiveGuide",O'Reilly,4thEdition,2015.
- Nick Pentreath, Machine Learning with Spark, PacktPublishing,2015.
- Mohammed Guller, Big Data Analytics with Spark, Apress,2015.
- Donald Miner, Adam Shook, "Map Reduce Design Pattern", O'Reilly, 2012

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- ***Course Title*** **– Business Communication**

Learning Objectives

The Learning Objectives of this course are as follows:

- To train students to enhance written as well as oral communication in the corporate world.
- To help students in understanding the principles and techniques of business communication.
- To understand the use of electronic media for communication.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to explain the need for communication in management.
- After studying this course, students will be able to appreciate the need of effective writing for communication.
- After studying this course, students will be able to demonstrate the skill of effective report writing and summarizing annual reports.
- After studying this course, students will be able to analyse business correspondence and e-correspondence.
- After studying this course, students will be able to appreciate oral presentations.

SYLLABUS

Unit 1: Introduction to the essentials of Business Communication
Meaning, process and functions. Need and importance. Medium: verbal & non-verbal communication. Channels: formal & informal. Levels of communication. Direction of communication: downward, upward, lateral, & diagonal. Effective communication: difficulties/barriers and solutions. Interactive and non-interactive techniques of communication. Listening as a tool of communication, Guidelines for effective listening.

Unit 2: Effective Writing
Guidelines for clear writing. References, bibliographical research tools. Citing methods, footnotes, discussion footnotes. Use of library and internet for collection, classification and interpretation of data and information.

Unit 3: Report Writing
Types of reports. Formal report: components and purpose. Organising information: outlining & numbering sections, section headings, sub-headings, & presentation. Writing reports on field work/visits to industries, business concerns. Summarising annual reports of companies: purpose, structure and principles. Drafting minutes.

Unit 4: Business Correspondence and E-Correspondence
Need and importance of business letters. Office memorandum, office circulars, notices and orders. Technology for communication. Effective IT communication tools. Electronic mail: advantages, safety and smartness in email. E-mail etiquettes.

Unit 5: Spoken English and Oral Presentation
Effective negotiation: elements, process and general guidelines. Telephonic conversation. Conducting & facing interviews. Conducting & participating in group decisions. Making presentations: content and organising. Features of a good presentation. Delivering a presentation.

Practical Exercises:

The learners are required to:

- learn how to summarise annual reports of companies.
- prepare presentations using power-point.
- participate in Group discussions and mock interviews.
- smartly draft business emails.

Essential/recommended readings

- C.B.Gupta (2019). Essentials of Business Communication, Sultan Chand & Sons.
- Kaul, A. Effective Business Communication, 2nd ed. PHI learning
- Lesikar, R.V. & Flatley, M.E. (2001). Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Ludlow, R. & Panton, F.(1992). The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
- Meyer C,Dev(2021). Communicating for Results,Oxford University Press
- Quintanilla, Kelly M, (2021), Business and Professional Communication, 4e, Sage Textbook
- R. C. Bhatia (2008), Business Communication, Ane Books Pvt Ltd, New Delhi.
- Raman and Singh(2012). Business Communication. Oxford University Press
- Scot, O., Contemporary Business Communication. Biztantra, New Delhi.

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- ***Course Title*** **– Communication in Everyday Life**

Learning Objectives

The Learning Objectives of this course are as follows:

- To lay down a basic foundation for basic communication that is a part of a student'severyday life.
- To inculcate the fundamentals of communication with the aim to enhance listening,speaking and writing skills.
- To hone practical skills that can be used in day-to-day affairs.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to improve mediation skills.
- After studying this course, students will be able to building human relationships.
- After studying this course, students will be able to foster societal understanding
- &develop an independent perspective.
- After studying this course, students will be able to enhance social Communication skills of students.

SYLLABUS

UNIT 1
Theory of Communication

- Meaning, Features, Uses, Cycle, Feedback, Advantages
- Barriers
- 7 C's of Communication

UNIT 2
Listening Skills

- Netiquettes
- Audio-book Listening & Discussions
- Note-taking

UNIT 3
Speaking Skills

- Oral Presentation- Audio-Visual aids, Audience & Feedback, Delivery ofPresentation, Handling Questions
- Group Discussion- Culture & History, Current Affairs, Society-related
- Public Speaking- Public Speech, Extempore
- Interview- Personal, Conversational, Public

UNIT 4
Reading Skills

- Close Reading
- Skimming
- Scanning

UNIT 5
Writing Skills

- Summarising
- Paraphrasing
- Note-making
- Essays- Expository Essay, Descriptive Essay, Narrative Essay
- Letter Writing- Formal Letter, Informal Letter

- Reports- Incidence, Newspaper, Organisational Report
- Analysis & Interpretation- Textual
- Intra & Inter-personal Skills - Monologue, Dialogue

Suggested Readings

- Chaudhary, Shoma. "Understanding Interviews, Billy Elliot is my Story, Only LessHappy". Tehelka: The People's Paper, 18 February 2006.
- Kumar, Dinesh. "Understanding Values, Our Muddled Generation". The Hindu, 26March 2006.
- Learning to Write I, "Free Writing". In Fluency in English II, ed. Varma, Pramodiniand Mukti Sanyal, pp. 1-5, Oxford, New Delhi, 2015.
- Learning to Write II, "Editing". In Fluency in English II, ed. Varma, Pramodini andMukti Sanyal, pp. 25-27, Oxford, New Delhi, 2015.
- Learning to Write III, "What makes Good Writing Good". In Fluency in English II, ed. Varma, Pramodini and Mukti Sanyal, pp. 48-51, Oxford, New Delhi, 2015.

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Course Title – Communication in Professional Life

Learning Objectives

The Learning Objectives of this course are as follows:

- To prepare the students for their upcoming professional fields.
- To inculcate the fundamentals of professional and business communication.
- To learn aspects of global communication.
- To enhance employability skills of the learners by enabling them to write effective resumes and face interviews with confidence

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to improve presentation skills to be learnt by effective use of verbal and non-verbal communication for the professional field.
- After studying this course, students will be able to acquire practical employability skills to be disseminated through focused sessions on practical employable knowledge.
- After studying this course, students will be able to enhance professional communication.
- After studying this course, students will be able to improve persuasion and negotiation skills which will be useful for the professional field.

UNIT 1

- Theory of Business Communication
- Introduction
- What is Business Communication?
- Language of Business Communication
- Cultural Components - Cross-Cultural Communication, Cultural Shock, Stereotyping, Ethnocentrism
- Miscommunication & Effective Communication

UNIT 2
Listening Skills

- Netiquettes
- Audio-book Listening & Discussions
- Note-taking

UNIT 3
Speaking Skills

- Presentation Skills- Oral Presentation, Ppt. Preparation, Ppt. Presentation
- Group Discussion
- Talks- Domain-specific, Ted-Talks, Business Meets, Motivational Talks
- Telephonic Skills
- Persuasion Skills
- Meeting & Negotiation
- Interview- Promotion Interview, Job Interview, Business Interview
- Functions and activities of PR

UNIT 4

Writing Skills

- Summarising & Paraphrasing
- Job-Oriented Skills- CV, Resume & Bio- Data, Job Application Letter
- Documentation
- Advertisements & Invitation
- Letter Writing- Applications, Business Letters
- Report- Analytical Report, Project Report
- Digital Communication in Social Space- Social Media Posts (Twitter, Facebook), Blog Writing, Review Writing
- Advertisement/Invitation/Poster Designing- Canva/MS Word/Coral
- Memo, Office Order, Minutes
- Making Online Academic/Work Profile- LinkedIn

Suggested Readings

- Kaushik, J.C. and K.K. Sinha eds., English for Students of Commerce, OxfordUniversity Press, New Delhi.
- Sethi, Anjana & Bhavana Adhikari, Business Communication, Tata McGraw Hill.
- Anjana Neira Dev, et.al, eds. Business English, Department of English,

  Universityof Delhi, 2011, Pearson Publications, New Delhi.

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Course Title – Communication in Professional Life

Learning Objectives

The Learning Objectives of this course are as follows:

- To build creative writing skills of students in the main inodes of creative writing vizpoetry, fiction (novel, short stories), non-fiction (life narratives, autobiographies andbiographies) and drama.
- To inculcate practical skills in students by mapping their creative talent which bebeneficial for employability too.
- To perform hands-on-activities to students to develop their creative skills throughpractical sessions.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to be sensitive to the texture ofliterary language.
- After studying this course, students will be able to develop craft in creative writing.
- After studying this course, students will be able to develop sense of expressingthemselves through poetry/short story/biography.
- After studying this course, students will be able to induce an understanding of therelationship between an individual and society.
- After studying this course, students will be able to get into different fields andpursue versatile career opportunities.
- After studying this course, students will be able to develop an understanding of theatre and performance through drama will also help them to develop observatoryand behavioural skills.
- After studying this course, students will be able to develop a critical thought processand a knack in putting it in words. Students may also utilise the learnings of proofreading and editing for their academic and professional growth.
- After studying this course, students will be able to go for publishing their own work.
- After studying this course, students will be able to write a book and submit.

SYLLABUS

UNIT 1

- Introduction to Creative Writing- Meaning, Importance
- Imagination & Writing- Peer-interaction, Activities on Imagination
- Tropes, Motifs and Figures- Learning tropes, motifs and figures through videos, Discussion on the findings
- Craft of Writing- Figure of Speech, Word Play, Character Creation
- Character Creation- Dialogue Enaction, Learning Characters through discussion on famous writings, Character Analysis, Writing activities on creating different types ofcharacters (gender/social background/ethnicity etc.)

UNIT 2

- Close Reading
- Analysis and Interpretation- Reading different works in Literature, Discussionin small groups, Practice Writing Session
- Proofreading & Editing- Practice sessions on Proofreading & Editing of different types of writing

UNIT 3

- Steps of Creative Writing- Pre-Writing, Writing, Post-Writing/Final Draft
- Types of Creative Writing- Poetry, Fiction, Non-Fiction (Life Narratives), Drama
- Creative Writing & Media- Film Review, Book Review, Other Writings in Media, Submission, Publication
- Learning to write Poetry- Reading & understanding Poetry; Practising tone, rhyme, metre, verses; Writing sessions
- Learning to write Fiction- Reading & understanding Fiction; Practicing different elements of fiction (Short story, Novella, Novel); Writing sessions
- Learning to write Non-Fiction- Reading & understanding Non-Fiction (Biographies & Autobiographies); Practicing different elements of non-fiction; Writing sessions
- Learning to write Drama- Reading & understanding Drama; Practicing different elements (plot, character, climax, verbal & non-verbal cues) of Drama; Writing sessions
- Submission & Publication (in Print & Digital) - Discussions over how & where to submit and publish (online/offline), Hands-on activities

Suggested Readings

- *Creative Writing: A Beginners ' Manual* by AnjanaNeira Dev et al. for The Departmentof English, University of Delhi (New Delhi: Pearson, 2008).

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Course Title – Digital Marketing

Learning Objectives

The Learning Objectives of this course are as follows:

- To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era.
- To familiarize the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the concept of digital marketing and its integration with traditional marketing.
- After studying this course, students will be able to understand customer value journey in digital context and behaviour of online consumers.
- After studying this course, students will be able to understand email, content and social media marketing and apply the learnings to create digital media campaigns.
- After studying this course, students will be able to examine various tactics for enhancing a website's position and ranking with search engines.
- After studying this course, students will be able to leverage the digital strategies to gain competitive advantage for business and career.

SYLLABUS

Unit 1: Marketing in the Digital World

Digital marketing: Concept, Features, Difference between traditional and digital marketing, Moving from traditional to digital Marketing; c

Digital Marketing Channels: Intent Based- SEO, Search Advertising; Brand Based-Display Advertising; Community Based-Social Media Marketing; Others-Affiliate, Email, Content, Mobile.

Customer Value Journey: 5As Framework; The Ozone 03 Concept Key; Traits of online consumer

Unit 2: Content and Email Marketing

Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy Email Marketing: Types of Emails in email marketing, Email Marketing best practices

Unit 3: Social Media Marketing and Display Marketing

Social Media Marketing: Building Successful Social Media strategy; Social Media MarketingChannels; Facebook, LinkedIn, YouTube (Concepts and strategies)

Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format-Budget, Media, Ad Formats, Ad Copy.

Unit 4 Search Engine Marketing

Introduction of SEM: Working of Search Engine; SERP Positioning; online search behaviour, DMI's 5P Customer Search Insights Model.
Search Engine Optimization: Overview of SEO Process; Goal Setting-Types.
On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects- Compatibility, Structured Data Markup.
Off Page Optimisation: Link Formats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques
Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

Essential/recommended readings

- Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
- Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.
- Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.

Suggested Readings

- Moutusy Maity: Internet Marketing: A practical approach in the Indian Context:
- Oxford Publishing
- Seema Gupta: Digital Marketing: Mcgraw Hill
- Ultimate guide to digital Marketing by Digital Marketer

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Course Title – Graphic Design and Animation

Learning Objectives

The Learning Objectives of this course are as follows:

- To introduce the students to the skill of animation.
- To learn about the application of 2D and 3D animation.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the importance of animation and graphics design
- After studying this course, students will be able to learn graphics design in 2D and 3D animation.
- After studying this course, students will be able to learn the application of graphics design in 2D and 3D animation in advertising and other areas.

SYLLABUS

Unit 1:2D Animation

Introduction to 2D Animation: Introduction to 2D Animation, Drawing concept, Colour theory & basics, Incorporating sound into 2D animation

Layout & Designing: Basic of sketching, still life and assignment of basic drawing, Composition of basic elements, Work in different media, such as drawing, collage, and painting, Explore the relationship between elements and principal, Pixel and resolution: Vector and Bitmap Graphics.**Graphics and advertising (Practical)**

- Creating Digital Layout
- Professional image editing (PHOTOSHOP)
- Advertising and relevant case , Graphics and illustration (Corel Draw, Paint)
- Vector Composition , 2D animation (Macromedia Flash)

Broadcast Design (Practical)

- Working with visual images
- Story Boarding
- Titles and Credit Making
- Stop motion animation

Production / Post-Production (Practical)

- Paint & animate (scanning, tracing, ink & Paint)
- Understanding Background composition
- Basic Understanding of 2D animation and technique
- Animation with flash, Portfolio Making

Unit 2: 3D Animation

3D Modeling: Introduction to 3D space in Blender, Introduction to Modeling Techniques, In-organic Modeling, Organic Modeling

3D Shading: Use of Materials & Shader, Shader and Texture Editing, Shading Organic Model, Shading In-Organic Models

3D Animation and Rigging (Practical)

- Introduction to 3D Animation
- Create, Edit and working with Animation Graph, Rigging using Blender
- Setting up controllers for joints
- Simple Skeleton structure with proper joint orientation

3D Lighting and Rendering (Practical)

- Understanding Lighting in Cycles
- Direct and Indirect Lighting
- Light Linking, Final Composition
- Creating composition and Light with the Shaded Models

3D Dynamics (Practical)

Introduction to Dynamics, Active and Passive Bodies
Creating basic Simulation and collusion using Rigid body
Cloth Simulation, Simulation of Brick wall collusion
Introduction to Fluid Effects, Creating fluid simulation

Project

(Digital Imaging)

- Design Print advertisement for Service
- Design Print advertisement for Product
- Design Print advertisement an Event
- Design Print advertisement on Social Awareness
- Design a collage with a social message

2D Animation

- Drawing fundamentals using lines
- Sketching of cartoon characters
- 2D Logo designing
- Storyboarding of a 30 seconds film
- Portfolio making of an organization

3D Animation

- Exploring the Interface of 3D application & Basic Modeling
- Create different types of Materials and create a Shading
- Create a simple walk cycle using the character rigs
- Create a composition and Light set up
- Create a Fluid simulation & rendering

Suggested Readings:

- The Illusion of Life: Disney Animation, Ollie Johnston and Frank Thomas, Disney Editions.
- Blender Production Creating Short Animations from Start to Finish, Roland Hess, Routledge.
- Animating with Blender: Creating Short Animations from Start to Finish, Roland

Hess, Focal Press

- Simplified Drawing for Planning Animation, Wayne Gilbert, Anamie Entertainment Ltd.
- Getting Started in 3D with Maya, Adam Watkins, Routledge,
- Creating Characters with Personality: For Film, TV, Animation, Video Games, and Graphic Novels, Tom Bancroft, Watson-Guptill
- Force: Dynamic Life Drawing for Animators, Mike Mattesi, Focal Press

Note: Learners are advised to use the latest edition of readings.

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Course Title – Introduction to Cloud Computing (AWS)

Learning Objectives

The Learning Objectives of this course are as follows:

- To learn about cloud computing through Amazon Web Services (AWS) platform.
- To learn about AWS cloud concepts, services, security and architecture to build an application.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to Understanding cloud computing platform
- After studying this course, students will be able to differentiate between on-premises, hybrid-cloud, and all-in cloud
- After studying this course, students will be able to describe the basic global infrastructure of the AWS Cloud
- After studying this course, students will be able to understanding the core AWS services, including compute, network, databases, and storage.

SYLLABUS

Unit 1

Introduction to cloud computing, Creating AWS account, AWS Management Console, AWS Documentation overview, Availability Zones, AWS Global Infrastructure.

Unit 2

Compute in the Cloud Amazon EC2, instance types.

Unit 3

Storage and Databases: - Amazon Simple Storage Service (Amazon S3),Amazon Relational Database Service (Amazon RDS), Amazon DynamoDB.

Project

Create an AWS account and implement AWS cloud for deploying any application.

Suggested Sources

- Any free platform can be used, for example Amazon, Google, Azure etc.

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Course Title – Personal Financial Planning

Learning Objectives

The Learning Objectives of this course are as follows:

- To familiarize students with different aspects of personal financial planning like savings, investment, taxation, insurance, and retirement planning
- To develop the necessary knowledge and skills for effective financial planning.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the meaning and appreciate the relevance of financial planning.
- After studying this course, students will be able to understand the concept of investment planning and its methods.
- After studying this course, students will be able to examine the scope and ways of personal tax planning.
- After studying this course, students will be able to analyse insurance planning andits relevance.
- After studying this course, students will be able to develop insight into retirement planning and its relevance.

SYLLABUS

Unit 1: Introduction to Financial Planning:
Financial goals, steps in financial planning, budgeting incomes and payments, time value of money. Introduction to savings, benefits of savings, management of spending & financial discipline, Setting alerts and maintaining sufficient funds for fixed commitments.

Unit 2: Investment Planning:
Process and objectives of investment, concept and measurement of return & risk for various asset classes, measurement of portfolio risk and return, diversification & portfolio formation. Gold bond; Real estate; Investment in greenfield and brownfield Projects; Investment in fixed income instruments, financial derivatives & commodity market in India. Mutual fund schemes; International investment avenues. Currency derivatives and digital currency.

Unit 3: Personal Tax Planning:
Tax structure in India for personal taxation, Scope of personal tax planning, exemptions and deductions available to individuals under different heads of income and gross total income. Comparison of benefits - Special provision u/s 115 BAC vis-a-vis General provisions of the Income-tax Act, 1961, tax avoidance versus tax evasion.

Unit 4: Insurance Planning:
Need for insurance. Life insurance, health insurance, property insurance, credit life insurance and professional liability insurance.

Unit 5: Retirement Benefits Planning:

Retirement planning goals, process of retirement planning, Pension plans available in India, Reverse mortgage, Estate planning.

Practical Exercises:

The learners are required to:

- Perform electronic fund transfers through net banking and UPI.
- Identify certain recent Ponzi schemes in the market.
- Prepare tax planning for a hypothetical individual.

Suggested Readings:

- Halan, M. "Let's Talk Money: You've Worked Hard for It, Now Make It Work for You" Harper Collins Publishers, New York.
- Indian Institute of Banking & Finance. "Introduction to Financial Planning" Taxmann Publication, New Delhi.
- Keown A.J. "Personal Finance" Pearson, New York.
- Madura, J. "Personal Finance", Pearson
- Pandit, A. "The Only Financial Planning Book that You Will Ever Need" Network 18 Publications Ltd., Mumbai.
- Sinha, M. "Financial Planning: A Ready Reckoner" McGraw Hill Education, New York.
- Tripathi, V. "Fundamentals of Investment" Taxmann Publication, New Delhi.

Note: Learners are advised to use the latest edition of readings.

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Course Title – Personality Development and Communication

Learning Objectives

The Learning Objectives of this course are as follows:

- To develop inter personal and effective communication skills.
- To develop problem solving skills and understand its influence on behaviour and attitudes of individuals.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the importance of oral and written communication in day-to-day working of the organisation.
- After studying this course, students will be able to develop inter personal skills and problem-solving skills.
- After studying this course, students will be able to understand the role of body language in effective communication.

SYLLABUS

Unit 1

Introduction, need for Communication, Process of Communication, Written and Verbal Communication, Visual communication, Signs, Signals and Symbols, Silence as a Mode of Communication, Inter-cultural, Intra-cultural, Cross-cultural and International communication, Communication through Questionnaires, Business Letter Writing, Electronic Communication.

Unit 2

Business Cases and Presentations, Letters within the Organizations, Letters from Top Management, Circulars and Memos, Business Presentations to Customers and other stakeholders, presenting a Positive Image through Verbal and Non-verbal Cues, Preparing andDelivering the Presentations, Use of Audio-visual Aids, Report Writing.

Unit 3

Barriers to Communication, Improving Communication Skills, Preparation of Promotional Material, Non-verbal communication, Body language, Postures and gestures, Value of time, Organizational body language, Importance of Listening, Emotional Intelligence. Working individually and in a team, Leadership skills, Leadership Lessons, Team work and Team building, Feedback, Feed forward Interpersonal skills - Delegation, Humour, Trust, Expectations, Values, Status, Compatibility and their role inbuilding team - work Conflict Management - Types of conflicts, how to cope with conflict.

Unit 4

Negotiation Skills, Types of Negotiation, Negotiation Strategies, Selling skills - Selling to customers, Selling to Superiors Selling to peer groups, team mates and subordinates, Conceptual selling, Strategic selling, Selling skills - Body language.

Essential/recommended readings

- Kushal Jin - Business Communication, VK India.
- Krishnamacharyulu, C. S. G, Ramakrishnan Lalitha - Personality Development, Interpersonal Skills and Career Management, Himalaya Publishing.
- Corvette Budjac - Conflict Management: A Practical Guide to Developing NegotiationStrategies, Pearson.

Suggestive Readings

- Mitra, B. K., Personality Development and Soft Skills, Oxford University Press.
- Kumar Sanjay and Pushplata, Communication Skills, Oxford University Press.
- Mandal S. K., Effective Communication and Public Speaking, Jaico Publishing.

Note: Latest edition of the readings may be used

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Course Title – Prospecting E-waste for Sustainability

Learning Objectives

The Learning Objectives of this course are as follows:

- To provide in-depth knowledge on the effective mechanisms to regulate the generation, collection, and storage of e-waste
- To gain insights into the internationally/nationally acceptable methods of transport, import, and export of e-waste within and between countries
- To develop a holistic view on recycling, treatment, and disposal of e-waste and related legislative rules.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to holistically analyze the environmental impacts of e-waste
- After studying this course, students will be able to apply the skills and various concepts for sustainable management of e-waste
- After studying this course, students will be able to decipher the role of various national and international regulations for e-waste management
- After studying this course, students will be able to provide specific recommendations for improved methods for handling e-waste at different stages such as generation, collection, storage, transport, and recycling.

SYLLABUS

Practical/Hands-on Exercises

- Identification of e-waste and its types
- Composition of e-waste and segregation- from the material provided
- Dismantling of e-waste and handling process
- Visit a nearby e-waste handling facility

- Environmental protection laws and producer's responsibility for e-wastemanagement Build an understanding of how regulatory mechanisms can be utilized in the management of e-waste in educational institutions.
- Discussion on plausible ways and implementation of e-waste reduction at the source Evaluation of the status of e-waste handling at your institution. Suggest potential solutions as per the existing norms of E-Waste (Management) Rules, 2016 and beyond.
- Estimate how recycling of e-waste in metro cities will go in sync with the circular economy
- Develop an understanding and itinerary of the process for procuring e-waste import permissions.
- Inventory of the e-waste disposal mechanisms.
- Study the evolution of e-waste management rules and its implementation- Hazardous Waste Rules, 2008, E-waste (Management and Handling) Rules, 2011; and E-Waste (Management) Rules, 2016
- Study the international laws on e-waste management- the international legislations:The Basel Convention; The Bamako Convention; The Rotterdam Convention;
- Waste Electrical and Electronic Equipment (WEEE) Directive in the European Union; Restrictions of Hazardous Substances (RoHS) Directive

Teaching and learning interface for practical skills:

To impart training on technical and analytical skills related to the course objectives, a wide range of learning methods will be used, including (a) laboratory practicals; (b) field-work exercises; (c)customized exercises based on available data; (d) survey analyses; and (e) developing case studies; (f) demonstration and critical analyses; and (h) experiential learning individually and collectively.

Prospective sector(s):

© Electric and electronic industries,
® E-waste Recycling Unites,
® Private entrepreneurs,
• Environmental consultancies,
© Pollution Boards, and
© Environmental NGOs

Suggested Readings:

- Hester, R.E. and Harrison, R.M., 2009. Electronic Waste Management:
- Design. Analysis and Application. Royal Society of Chemistry Publishing.
- Cambridge, UK.
- Fowler, B.A., 2017. Electronic Waste: Toxicology and Public Health Issues.Academic Press.
- Gaidajis, G., Angelakoglou, K. and Aktsoglou, D., 2010. E-waste:environmental
- problems and current management. Journal of Engineering Science and
- TechnologyReview, 3(1), pp. 193-199.
- Janyasuthiwong, S., 2020. Metal Removal and Recovery from Mining
- Wastewaterand E-waste Leachate. CRC Press.

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Course Title – Public Speaking in English Language and Leadership

Learning Objectives

The Learning Objectives of this course are as follows:

- To impart leadership skills to students along with adequate communication skills tocurate strong leaders in the emerging social, political and corporate world.
- To create leaders with ethics and resilience in industry-based fields as well as social
- fields.

® To allow students to realise their leadership skills and curate them through a hand-on practical approach which will be helpful in generating employable skills for them.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to learn effective communication through Public Speaking will instill leadership development among students.
- After studying this course, students will be able to lead in different fields at the undergraduate level, be responsible citizens and employ leadership skills in their future endeavours, too.
- After studying this course, students will be able to strengthen their critical mindset, help them being assertive and put forward constructive viewpoints employing the skills learnt in the practice sessions.

SYLLABUS

UNIT 1

© Introduction to Effective Communication- Features, Advantages & Disadvantages

- Importance of Listening
- Oral communication- Meaning, Features & Importance
- Reading Public Speech- Reading documented speeches delivered in the past; Understanding the art of word play, vocabulary and putting thoughts into words

UNIT 2

- Public Speaking-
  - V What is Speech?, Overcoming Fear of Public Speaking, Language of Public Speech
  - V Drafting a Public Speech (Reading, research, writing, Fact check, Re-writing, Delivery)
  - Y' 3P's of Public Speaking (Preparation, Practice, Performance)
  - *S* Rhetoric Skills, Art of Informative & Persuasive speaking, Concluding Speech with Power
- Types of Public Speaking-
  - *S* Physical & Online
  - *S* Political, Organisational, Educational & Motivational
  - *S* Ted Talks, Public Speaking in Media
- Listening in groups and Discussion- Listening famous speeches (from history & everyday life); Analysis of its elements & classroom discussion
- Writing Public speech- Classroom Practice Sessions

UNIT 3

- Leadership Skills- (2 hrs.)
  - S Meaning, Features & Importance
  - S Historical Overview
  - S Leadership in Academic Life, Corporate Space, Public Life, Social Leadership and Political Leadership
- Leadership & Innovations- (2 hrs.)
  - S Audience analysis
  - S Audience Engagement & Leadership
  - S Influencing through Leadership
- Execution & Delivery of Public Speech- Learning rhetorics through speeches in the form of Audio/ Video; Learning Body Language & Paralanguage through ICT
- Developing leadership competence through Public Speaking- Intra-class Speech Competitions; Extempore; Group Discussion

UNIT 4

- Importance of Public Speaking in developing Leadership Skills
- Ethics in Public Speaking & Leadership
- Mock Parliament/MUNs
- Workshop

Suggested Readings:

S Beebe, S. A., & Beebe, S. J. (2012). Public speaking: An audience-centredapproach. (8th ed.). Boston: Pearson.

S Cardon, P. (2014). Business communication: Developing leaders for a networkedworld. (international ed.). New York: McGraw-Hill.

S Jaffe, C. I. (2013). Public speaking: Concepts & skills for a diverse society. (7thed.). Boston: Cengage Learning.

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Course Title – Statiscal Software Package

Learning Objectives

The Learning Objectives of this course are as follows:

- To familiarize students with data analysis using a statistical software package like SPSS or any other equivalent.
- To provide skills for research analysis and increase employability.
- To lay a foundation for advance data analysis work and higher education.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand basic functions of statistical software package for managing variables and generate descriptive statistics to describe the data and analyze data through graphs and charts.
- After studying this course, students will be able to test differences in sample means.
- After studying this course, students will be able to identify relationships between variables and develop models for predicting dependent variables on the basis of independent variables.
- After studying this course, students will be able to understand data structures and identify clusters in data.
- After studying this course, students will be able to identify principal components that are relevant from a host of variables.

SYLLABUS

Unit 1: Getting started with the Software

Introduction: Data Entry, Storing and Retrieving Files, Generating New Variables; Managing Data - Listing cases, replacing missing values, computing new variables, recoding variables, selecting cases, sorting cases, merging files, Graphs - Creating and editing graphs and charts; Descriptive Statistics Procedures: Frequencies, Descriptive,Explore, Cross Tabulation.

Unit 2: Hypothesis Testing for Means

T-tests: One sample test, Independent samples and paired samples t-test; ANOVA - One- way analysis of variance with post hoc analysis, Two-way analysis of variance.

Unit 3: Testing for Association between Variables

Chi-square Test of Independence; Bivariate Correlation Analysis: Simple Scatter Plot; Correlation Coefficient: Pearson, Spearman Rho and Kendall Tau Coefficient. Factor analysis.

Unit 4: Regression Analysis

Linear Regression: Simple Linear Regression, Multiple regression analysis with matrix scatterplot. Multiple Regression: Standard (Enter) and Stepwise Method. Binary Logistic Regression.

Essential/recommended readings

- Performing Data Analysis using IBM SPSS, Lawrence S. Meyers, Glenn C. Gainst, J. Guarino, Wiley Publication
- SPSS for Windows Step by Step A Simple Guide and Reference, Darren George andPaul Malley
- SPSS in Simple Steps, Kiran Pandya, Smruti Bulsari, Sanjay Sinha, Dreamtech Press

Suggestive Readings

- Using SPSS in Research, Dr. Radha Mohan, Neelkamal.

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Corse Title – Sustainable Ecotourism and Enterpreneurship

Learning Objectives

The Learning Objectives of this course are as follows:

- To train students in concepts and principles of sustainable ecotourism leading to a new generation of entrepreneurs
- To inculcate field-based practical skills in translating ecological systems into wealth generation while conserving natural resources
- To transform local biological wealth into a hub of global attraction and generate a scientific basis of Indian traditional knowledge

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to develop next-generation ecological entrepreneurs
- After studying this course, students will be able to evolve eco-literate society by integrating market-based instruments with eco-cultural knowledge of traditional societies
- After studying this course, students will be able to practice ecological knowledge for wealth generation, environmental conservation, and popularization of Indian traditional knowledge

SYLLABUS

Practical/Hands-on Exercise

- Assess the current state of ecotourism in little-known/explored areas and examine ecotourism potential
- Field surveys to identify the existing locations having ecological, wildlife, scenic, and ethnic potential for ecotourism and analyze existing prevalent eco-practices having the potential to integrate with ecotourism programme
- Identify ten plant species having ecological, economic, and cultural significance as ecotourist attraction
- Develop stories on the selected wild habitats to attract ecotourists from within and outside the country
- Identify suitable track and prepare a checklist of birds and animals with their stories for a diverse group of ecotourists
- Examine the current state of natural resources and develop suitable messages and appropriate media for educating different target groups
- Survey and identify the target group for ecotourism based on their age, education, economic and other criteria and evaluate their psychological barriers to ecotourism
- Conduct inventory of facility and analyze a preliminary competitive advantage over ecological attractions in the nearby area
- Analyze tourist spending patterns and track preferences for ecotourism attractions in nearby areas and add value to ecological, wildlife, and cultural attractions
- Survey attitude and perception of residents regarding ecotourism plan and analyze costs and benefitsof the sustainable ecotourism development programme using a demand-driven marketing approach
- Develop messages, stories, and pictures to attract tourists and promote ecotourism in the target area
- Analyze basic elements of ecotourism, the special needs of ecotourists, develop trips and travel packages offering an array of experiences and predict the market trends
- Develop ecotourist activities for individuals, families, and groups and craft social media campaigns for the proposed ecotourism business
- Develop a plan for strategic alliances and partnerships with other projects/groups /organizations for public- private partnership in the proposed ecotourism programme.

Teaching and learning interface for practical skills:

To impart training on technical and analytical skills related to the course objectives, a wide range of learningmethods will be used, including

(a) laboratory practical;

(b) field-work exercises;

(c) customized exercises based on available data;

(d) survey analyses;

(e) developing case studies;

(f) demonstration and critical analyses;

(h) experiential learning individually and collectivelyrospective sector(s):

- Forest Departments
- Tourism industry .
- World Bank
- UNDP
- WWF
- Environmental NGOs

Suggested Reading:

- Ballantyne, R. and Packer, J., 2013. International Handbook on Ecotourism. Edward Elgar Publishing Limited, UK
- Blumstein, D.T., Geffroy, B., Samia, D.S. and Bessa, E., 2017. Ecotourism's promise and
- Peril. A Biological Evaluation. Springer Int. Publ. (Chapters 10-11)
- Fennell, D.A., 2014. Ecotourism. An Introduciton. Routledge, London, UK.
- Fletcher, R., 2014. Romancing the wild. In Romancing the Wild. Duke University Press.
- Tanguay, G.A., and Rajaonson, J., (2015). Evaluating Sustainable Tourism Using Indicators:
- Problems and Solutions. In: Brophy, S.C., (Ed), Ecotourism: Practices, Benefits and o Environmental Impacts. Nova Science Publishers, pp. 119 - 134.
- Wearing, S. and Schweinsberg, S., 2019. Ecotourism: Transitioning to the 22nd century. Routledge

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Course Title – Visual Communication and Photography

Learning Objectives

The Learning Objectives of this course are as follows:

- To synthesize a comprehensive view of principles involved in Visual Communication.
- To appreciate and express the cultural significance of photography as visual art and understand its evolution and purposes.
- To develop an awareness of compositional and organizational strategies for the effective deployment of formal elements of visual art.
- To read visual texts with a deep knowledge of visual history and theory.
- To create an ability of situating the content and form of the visual representation of thematic context.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to acquire knowledge of the
- culturaland historical importance of the visual medium.
- After studying this course, students will be able to explore the
- fundamentals andunderlying theories of Visual Communication.
- After studying this course, students will be able to develop a thorough
- knowledge ofconcepts, and skills in creating photographs.
- After studying this course, students will be able to learn to identify and
- analyzesemiotics in photographs.
- After studying this course, students will be able to develop a craftsmanship in
- creating aesthetically pleasing photographs.

SYLLABUS

Unit 1: Historical Background and Basics of Visual Communication

Unit Description: The Unit I will give a brief history of the visual arts from the caveman to modern man. Skills of artistic schools of thought and Intertextuality in art in relation to culture.

Topics- Concept and History of Visual Communication, Human Eye and Visual Process, Visual culture and Information Education Communication, Theories of visual communication - Gestalt Theory of visual communication, Perceptual theory of Visual communication, Semiotics and cognitive approach in visuals

Unit II: Theories of Visual Communication

Unit Description: This unit will put emphasis on theories, semiotics and the study of signs. Through semiotic theories improve critical thinking skills, and learn to use semiotics to think logically and to analyze visual media in context of culture.

Topics: Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design, Principles of Visual and other Sensory Perceptions. Colour psychology and theory (some aspects), Definition, Optical / Visual Illusions, etc., Various stages of design process, Learning skills to read signs and signifier in visuals for social messaging

Unit III: Photography as Visual Communication

Unit Description: This unit will provide skills to learn camera and lighting techniques.

Topics: Introduction to photography, Camera - structure and function of camera ,

Characteristics of light, Sources of Light-Nature, Artificial and Available, Lighting techniques-three-point lighting, Exposure - focusing, aperture, shutter speed, Depth of field.
, Kinds of light indoor and outdoor - Electronic flash and artificial lights, Light meters

Unit IV: Camera Compositions and Accessories

Unit Description: This unit will provide skills about camera accessories and designing aesthetically rich compositions.

Topics: Camera lenses and accessories, Basic shots, angle, and view, Composition, Role of photographic image in visual communication, Basics of photojournalism, photo-features, photo - essays, writing captions, visual storytelling.

Essential Readings

- Barnes, Susan B. An Introduction to Visual Communication: From Cave Art to Second Life, Peter Lang Pub, 2011.
- Berger, Arthur Asa, Seeing is Believing: An Introduction to Visual Communication, McGraw-Hill Education, 2012.
- Lester, Paul Martin, Visual Communication: Images with Messages (6ed), Cengage Learning, 2013.
- Photography: A Critical Introduction - edited by Liz Wells London, Routledge, Oxon, 2015.
- Farrell, I. Complete Guide to Digital Photography, Quercus Publishing, UK, 2014.

Suggested Readings

- Mandav, Pradeep, Visual Media Communication, Authors Press, 2001.
- Williams, Rich, Visual Communication: Integrating Media, Art, and Science, Routledge, 2007

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Course Title - पटकथा लेखन

Course Objective

- पटकथा लेखन का परिचय कराना।
- विद्यार्थी की लेखन–क्षमता और भाषा–कौशल को बढ़ावा देना।
- विद्यार्थी की लेखन में रोजगार सम्बन्धी क्षेत्रों के लिए तैयार करना।

Course Learning Outcomes:

- पटकथा लेखन तथा उसके तकनीकी शब्दों से विद्यार्थी अवगत हो सकेगा।
- पटकथा लेखन की जानकारी मिलने के उपरान्त विद्यार्थी के लिए रोजगार की संभावनाएँ बनेंगी।
- विद्यार्थी भाषायी सम्प्रेषण को समझते हुए लेखन से सम्बन्धित विभिन्न पक्षों से अवगत हो सकेगा।
- विद्यार्थी में अभिव्यक्ति कौशल का विकास हो सकेगा।

SYLLABUS

यूनिट 1

- पटकथा लेखनः परिचय
- पटकथा के तत्व
- पटकथा के प्रकार
- पटकथा की शब्दावली

यूनिट 2

- पटकथा लेखन में शोध का महत्व
- चरित्र की निर्मिति और विकास
- एक दृश्य का लिखा जाना
- तीन अंक (थ्री एक्ट) और पाँच अंक (फाइव एक्ट) को समझना

यूनिट 3

- वेबसीरीज के लिए पटकथा लेखन
- लघु फिल्म के लिए पटकथा लेखन
- वृत्तचित्र के लिए पटकथा लेखन
- विज्ञापन फिल्म के लिए पटकथा लेखन

यूनिट 4

- पटकथा का पाठ और विश्लेषण
- किसी आईडिया को स्क्रीन प्ले के तौर पर विकसित करना

सन्दर्भ पुस्तकें:

- पटकथा कैसे लिखें: राजेद्र पांडेय – वाणी प्रकाशन, दिल्ली, संस्करण 2015
- पटकथा लेखन : एक परिचय – मनोहर श्याम जोशी– राजकतल प्रकाशन, दिल्ली संस्करण 2000
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Course Title - रंगमंच

Course Objective

- हिन्दी रंगमंच का परिचय कराना।
- नाट्य–प्रस्तुति की प्रकिया की जानकारी देना।
- अभिनय के विभिन्न पक्षों से अवगत करना।
- रंगमंच के खेलों और गतिविधियों से अवगत कराना।

Course Learning Outcomes:

- नाट्य–प्रस्तुति की प्रकिया से विद्यार्थी अवगत हो सकेगा।
- रंगमंच की जानकारी मिलने के उपरान्त इस क्षेत्र में विद्यार्थी के लिए रोजगार की संभावनाएँ बनेंगी।
- रंगमंचीय गतिविधियों से विद्यार्थी के व्यक्तित्व का विकास हो सकेगा।
- विद्यार्थी में अभिव्यक्ति कौशल का विकास हो सकेगा।

SYLLABUS

यूनिट 1

- भरत मुनि कृत नाट्यशास्त्र (संक्षिप्त परिचय)
- हिन्दी का पारंपरिक रंगमंच (संक्षिप्त परिचय)

यूनिट 2

प्रस्तुति–प्रकियाः आलेख का चयन, अभिनेताओं का चयन,दृश्य–परिकल्पना (ध्वकन–संगीत–नृत्य–प्रकाश), पूर्वाभ्यास

यूनिट 3

अभिनय की तैयारीः वाचिक, आंगिक, आहार्य, सात्विक

यूनिट 4

आशु अभिनय, थिएटर गेम्स, संवाद–वाचन, शारीरिक अभ्यास, सीन वर्क

यूनिट 5

मंच प्रबंधनः सेट, रंग–सामग्री, प्रचार–प्रसार, ब्रोशर–निर्माण

सन्दर्भ पुस्तकें:

- संक्षिप्त नाट्यशास्त्रम् – राधावल्लभ त्रिपाठी, वाणी प्रकाशन, दिल्ली, 2009
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- रंगमंच के सिद्धांत –सं महेश आनंद, देवेन्द्र राज अंकुर, राजकमल प्रकाशन, दिल्ली 2008

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Course Title- रचनात्मक लेखन

Learning Objectives

- विद्यार्थीयों के मौखिक और लिखित अभिव्यक्ति कौशल को विकसित करना।
- उनमें कल्पनाशीलता और रचनात्मकता का विकास करना।
- साहित्य की विविध विधाओं और उनकी रचनात्मक शैली का परिचय कराते हुए लेखन की ओर प्रेरित करना।
- प्रिंट एवं इलेक्ट्रानिक माध्यमों के लिए लेखन की प्रवृति को विकसित करना।

Learning outcomes

The Learning Outcomes of this course of this course are as follows:

इस पाठ्यकम के अध्ययन के पश्चात् विद्यार्थीयों में :

- मौखिक और लिखित अभिव्यक्ति कौशल को विकसित होने में मदद मिलगी।
- उसमें कल्पनाशीलता और रचनात्मकता का विकास हो सकेगा।
- साहित्य की विधि विधाओं और उनकी रचनात्मकता शैली का परिचय होगाा जिससे वे स्वयं भी विधाओं में लेखन की अग्रसर हो सकेगे।
- प्रिंट एवं इलेक्ट्रानिक माध्यमों के लिए लेखन की ओर भी ये अग्रसर होंगे।

SYLLABUS

यूनिट 1

रचनात्मक लेखकः अवधारणाः स्वरूप आधार एवं विश्लेषण

- भाव एवं विचार की रचना में अभिव्यक्ति की प्रकिया
- अभिव्यक्ति के विविध क्षेत्रः साहित्य पत्रकारिता विज्ञापन भाषण

- लेखन के विविध रूपः मौखिक–लिखित गद्य–पद्य कथात्मक–कथेतर
- अर्थ निर्मित के आधारः शब्द और अर्थ की मीमांसा शब्द के पुराने–नए प्रयोग, शब्द की व्याकरणिक कोटि

यूनिट 2

भाषा भंगिमा और साहित्य लेखन

- भाषा भंगिमाएँः औपचारिक–अनौपचारिक, मौखिक–लिखित, मानक भाषिक संदर्भः क्षेत्रीय, वर्ग–सापेक्ष, समूह–सापेक्ष
- रचना–सौष्ठवः शब्दशक्ति, प्रतीक, बिम्ब, अलंकारवक्रता
- कविताः संवेदना भाषिक सौष्ठव, छंदबद्ध–छंदमुक्त, लय, गति, तुक
- कथा–साहित्यः वस्तु, पात्र, परिवेश, कथ्य और भाषा

यूनिट 3

विविध विधाओं एवं सूचना माध्यमों के लिए लेखन

- नाट्य–साहित्यः वस्तु, पात्र, परिवेश, कथ्य, रंगमंच और नाट्य–भाषा
- विविध गद्य विधाएँः निबंध, संस्मरण, आत्मकथा, व्यंग्य,रिपोर्ताज, यात्रा–वृत्तांत
- प्रिंट माध्यम के लिए लेखनः फीचर, यात्रा–वृत्तांत, साक्षात्कार, विज्ञापन
- इलेक्ट्रानिक माध्यम के लिए लेखनः विज्ञापन, पटकथा, संवाद

Practical Exercises if any:

नोटः उपर्युक्त का परिचय देते हुए इनका अभ्यास भी करवाया जाए।

References and suggested readings

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2. शैलीः रामचंद्र मिश्र
3. रचनात्मक लेखकः सं0 रमेश गौतम
4. कविता क्या हैः विश्वनाथ प्रसाद तिवारी
5. कथा–पटकथाः मन्नू भंडारी
6. पटकथा लेखनः मनोहर श्याम जोशी
7. कला की जरूरतः अर्नेस्ट फिशरः अनुवादकः रमेश उपाध्याय
8. साहित्य का सौंदर्यशास्त्रः रवींद्रनाथ श्रीवास्तव
9. कविताः रचना–प्रकियाः कुमार विमल

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